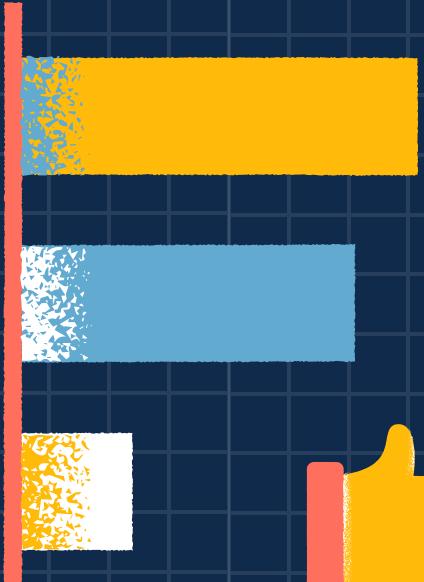
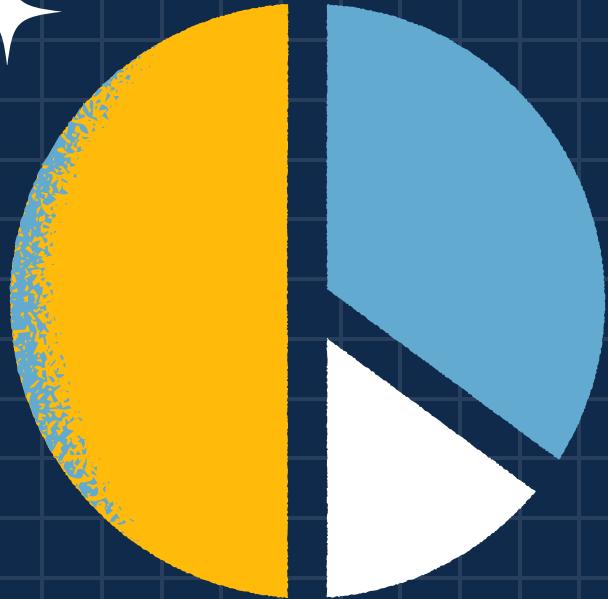


CLOUDWAVE 2023 MARKETING

REPORT



JULIE WELLS • DIRECTOR OF MARKETING

2023 MARKETING GOALS

- 01 MODERNIZE OUR **BRANDING**
- 02 REDESIGN OUR **WEBSITE**
- 03 PRIORITIZE WRITTEN **CONTENT MARKETING**
- 04 REACH OUR AUDIENCE **ON SOCIAL MEDIA**
- 05 LAUNCH MORE **VIDEO CONTENT**



CLOUDWAVE

BRANDING UPDATES

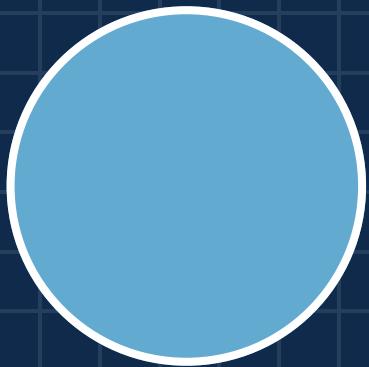


NEW LOGO



CLOUDWAVE BRANDING UPDATES

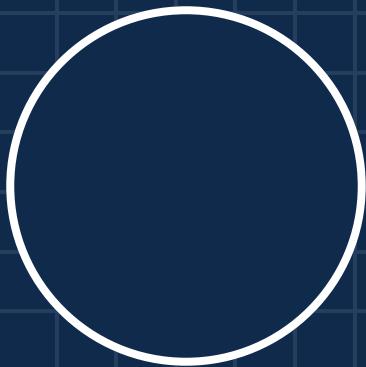
NEW COLOR PALETTE



CLOUD BLUE

HEX: 62AADO

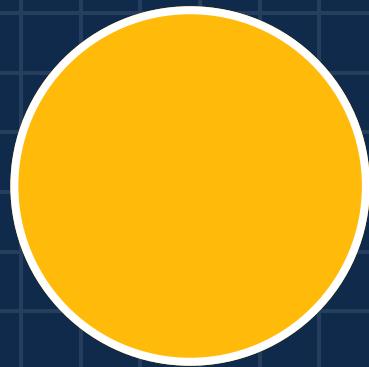
RGB: 98, 170, 208



WAVE BLUE

HEX: 102A4C

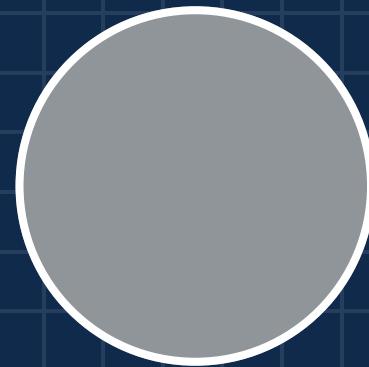
RGB: 16, 42, 76



SUNNY YELLOW

HEX: FFBAA0A

RGB: 255, 186, 10



STORMY GRAY

HEX: 90959A

RGB: 144, 149, 154

CLOUDWAVE

BRANDING UPDATES

NEW FONT

Gordita Bold

Gordita Regular

Gordita Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

CLOUDWAVE BRANDING UPDATES

NEW DESIGNS



CLOUDWAVE

Your Weekly Smartsheet Newsletter from CloudWave:
A Smartsheet Platinum Partner

Premium App Spotlight: Pivot

Smartsheet Premium Apps:
Pivot



Read More

Top Features in Smartsheet Premium Pivot

The Smartsheet Premium Pivot App stands out as a powerful tool for data analysis and visualization. Here are some of its key features.

Read More

What is a Smartsheet Platinum Partner?

Understanding the Platinum Partner Difference

You may have heard brands announcing their Platinum Partner status with Smartsheet - but what does that really mean? This blog breaks down the benefits to working with a trusted Smartsheet partner.

Read More



CLOUDWAVE

MISSION STATEMENT
Our goal is to provide best in class cloud development services that enhance productivity for government agencies by ensuring vital business functions work faster, cheaper, and better.

CORPORATE SUMMARY
CloudWave Inc. is a Small Business Information Technology consulting firm based in Virginia that provides end-to-end services from architecture to development and cutting edge cloud technologies. CloudWave specializes in application development, integration, and cloud computing: SaaS, PaaS, and IaaS, machine learning/artificial intelligence, analytics/business intelligence, microservices, enterprise document management, and database development and maintenance. Since 2012, the company has developed classified and unclassified innovative, cost-saving, low-risk solutions to federal government agencies and companies in the United States and globally. Our team has more than 30 years of exceptional systems and architecture experience and 20 years of government contracting experience.

CORE COMPETENCIES

- Smart Analytics, AI, & Machine Learning - Dialogflow, Contact Center AI, Document AI, Vision, API, Natural Language AI, etc.

COMPANY PROFILE

CloudWave Inc.
Contact: Mike Lowry,
Director of Business Development
Phone: 703-635-5710
Email: mikelowry@cloudwaveinc.com
Website: www.cloudwaveinc.com
Address: 1775 Tysons Blvd., 5th Floor, Tysons, VA 22102
CAGE Code: 8789B
DUNS: 043422222
UEI: KPVBFJSWV1B6
GSA Multiple Award Schedule (MAS)
NASA SEWP V (Sub)

DIFFERENTIATORS

- Experienced Certified Technical Professionals
- 20+ Years of Government Contracting
- Reliable and Innovative Solutions
- Experienced Cloud Brokers and Integrators
- Google Cloud Platform Partner

NAICS CODES

S41511: Custom Computer Programming Services
S41512: Computer Systems Design Services
S41519: Other Computer Related Services
S41618: Other Management Consulting Services



Customer Testimonial



"Hannah and Austin were wonderful to work with. They were very knowledgeable of the product, took time to understand our needs, and delivered a robust solution on time and on budget. Highly recommend Cloudwave for your Smartsheet development needs."

VP of Project Management
Hy-Tek Intralogistics

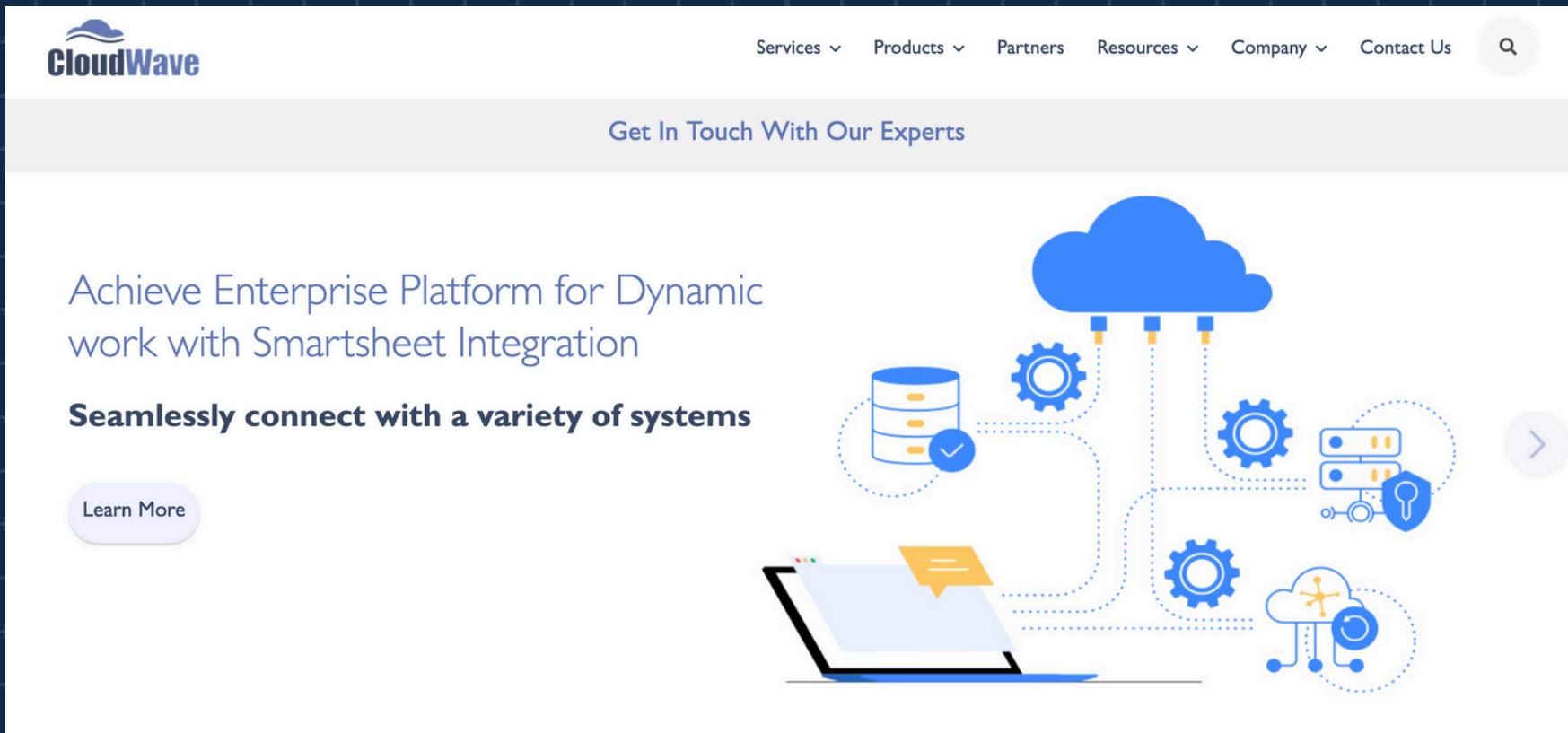


CLOUDWAVE
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CLOUDWAVE WEBSITE UPDATES

BEFORE



The screenshot shows the homepage of the CloudWave website. At the top, there is a navigation bar with links for Services, Products, Partners, Resources, Company, and Contact Us. A search icon is also present. Below the navigation, a large yellow button with the text 'Get In Touch With Our Experts' is visible. The main content area features a large blue cloud icon connected to various data storage and processing components like databases, servers, and a laptop. The text 'Achieve Enterprise Platform for Dynamic work with Smartsheet Integration' is displayed, along with the subtext 'Seamlessly connect with a variety of systems'. A 'Learn More' button is located in the bottom left corner of the main content area.

CloudWave

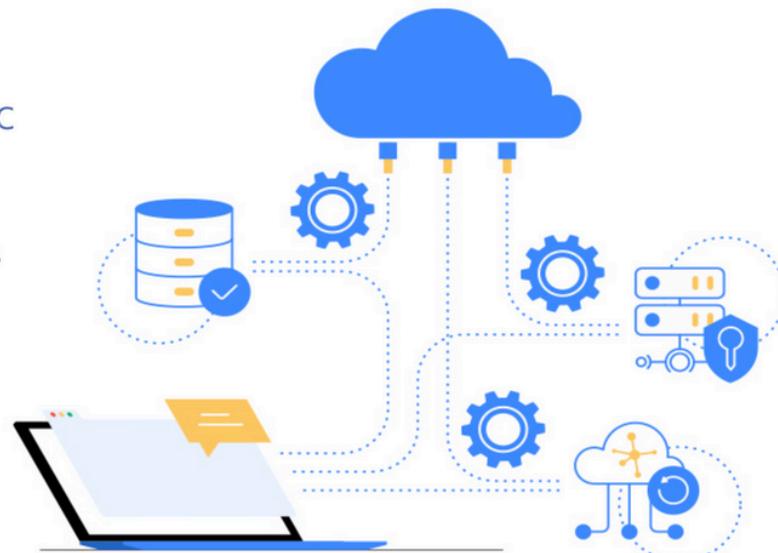
Services ▾ Products ▾ Partners Resources ▾ Company ▾ Contact Us

Get In Touch With Our Experts

Achieve Enterprise Platform for Dynamic work with Smartsheet Integration

Seamlessly connect with a variety of systems

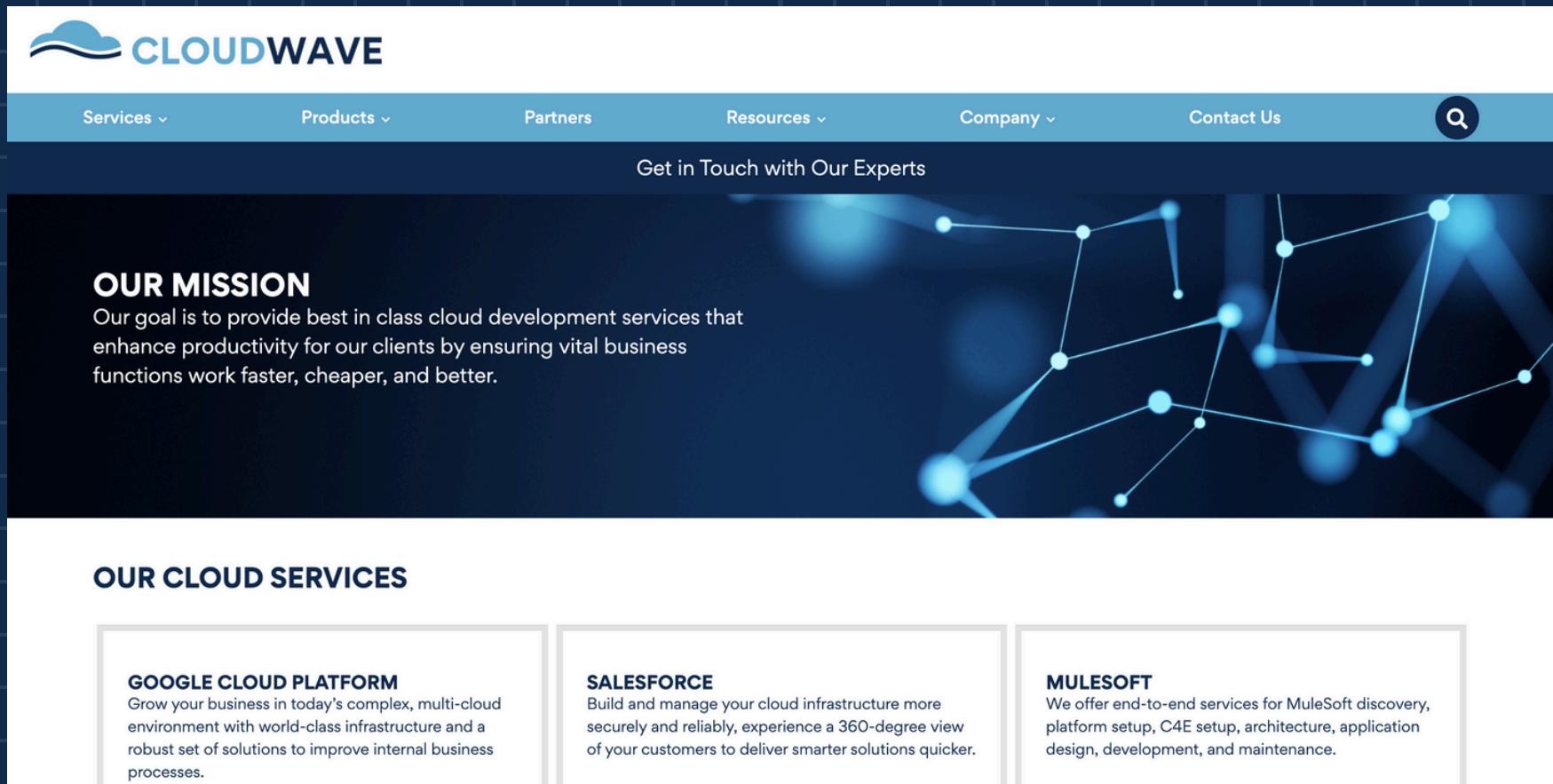
Learn More



The diagram illustrates a cloud-based connectivity architecture. A central blue cloud is connected via dashed lines to several other components: a database icon (a cylinder with a checkmark), a server icon (a stack of three rectangles with a key icon), a laptop icon with a speech bubble containing an equals sign, and a smaller cloud icon with a gear and a network symbol. Blue gears are also shown connecting the main cloud to the database and server components.

CLOUDWAVE WEBSITE UPDATES

AFTER



The screenshot displays the updated Cloudwave website. At the top, a navigation bar includes a logo with a blue cloud icon, the word 'CLOUDWAVE' in blue, and links for 'Services', 'Products', 'Partners', 'Resources', 'Company', and 'Contact Us'. A magnifying glass icon is also present. Below the navigation, a dark blue banner features the text 'Get in Touch with Our Experts' and a complex network graph of glowing blue nodes and lines. The main content area is titled 'OUR MISSION' and includes a paragraph about providing best-in-class cloud development services. The 'OUR CLOUD SERVICES' section lists 'GOOGLE CLOUD PLATFORM', 'SALESFORCE', and 'MULESOFT' with their respective descriptions.

CLOUDWAVE

Services ▾ Products ▾ Partners Resources ▾ Company ▾ Contact Us

Get in Touch with Our Experts

OUR MISSION

Our goal is to provide best in class cloud development services that enhance productivity for our clients by ensuring vital business functions work faster, cheaper, and better.

OUR CLOUD SERVICES

GOOGLE CLOUD PLATFORM
Grow your business in today's complex, multi-cloud environment with world-class infrastructure and a robust set of solutions to improve internal business processes.

SALESFORCE
Build and manage your cloud infrastructure more securely and reliably, experience a 360-degree view of your customers to deliver smarter solutions quicker.

MULESOFT
We offer end-to-end services for MuleSoft discovery, platform setup, C4E setup, architecture, application design, development, and maintenance.

CLOUDWAVE WEBSITE UPDATES

AFTER

- ALL CONTENT ON THE WEBSITE WAS RE-WRITTEN FOR BETTER CLARITY AND SEARCH ENGINE OPTIMIZATION.
- THE DESIGN IS MORE USER-FRIENDLY SO THAT VISITORS CAN EASILY FIND THE INFO THEY NEED WITHIN 1-2 CLICKS.
- CUSTOM GRAPHICS ON EVERY PAGE REINFORCE OUR BRANDING WITH COLOR AND AESTHETIC.
- UPDATES AND IMPROVEMENTS TO THE WEBSITE ARE ONGOING AS WE INCLUDE MORE SPECIFIC PAGES FOR OUR PRODUCTS AND SERVICES.



CLOUDWAVE CONTENT MARKETING

NEW WRITTEN CONTENT



35

NEW BLOGS

SHARING RELEVANT
THOUGHT LEADERSHIP ABOUT
OUR CLOUD PLATFORMS



10

NEW CASE STUDIES

SPREADING THE WORD ABOUT
OUR PAST PROJECTS AND
INNOVATIVE PRODUCTS

CLOUDWAVE

LINKEDIN UPDATES

IN 2023, WE STARTED POSTING
AT LEAST 3X PER WEEK ON LINKEDIN.

THE RESULTS...

INCREASED REACH BY **431.1%**

INCREASED IMPRESSIONS BY **341.5%**

INCREASED ENGAGEMENT BY **223.3%**

INCLUDING REACTIONS BY **885.8%**, COMMENTS BY **766.7%**,
SHARES BY **1,150%**, AND POST CLICKS BY **80.3%**

MAINTAINED **9.9%** AVERAGE
ENGAGEMENT RATE FOR 2023

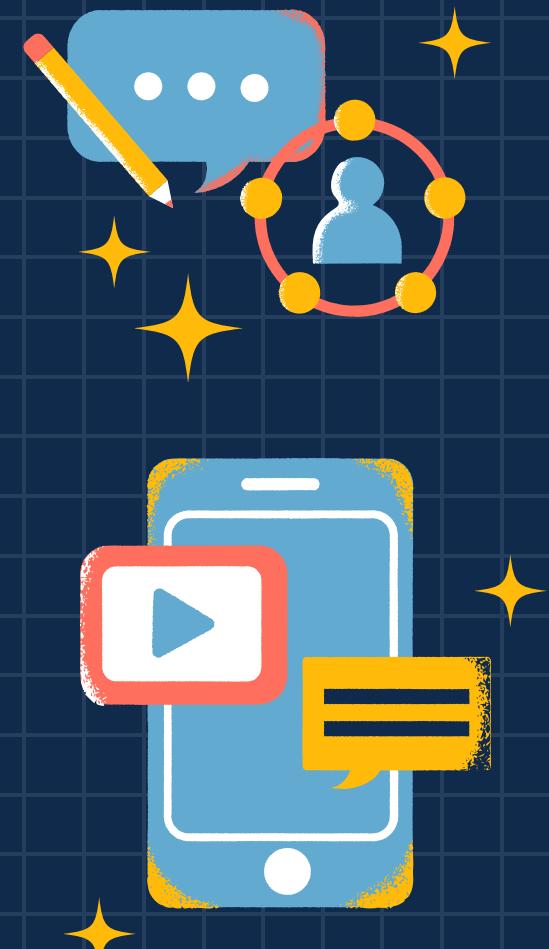
INDUSTRY **AVERAGE IS 1.61% - 1.73%**



WHY DOES IT MATTER?

STATISTICS SHOW...

- ACCORDING TO DATA FROM LINKEDIN, AUDIENCES EXPOSED TO BRAND MESSAGES ON LINKEDIN ARE **SIX TIMES MORE LIKELY TO CONVERT.**
- **75% OF B2B BUYERS** USE SOCIAL MEDIA TO MAKE BUYING DECISIONS.
- **78% OF BUSINESSES** THAT USE SOCIAL SELLING OUTPERFORM THOSE THAT DON'T.
- SHARING OUR THOUGHT LEADERSHIP AND EXPERTISE ON SOCIAL MEDIA HELPS US **PLANT THE SEEDS** THAT CAN GROW INTO **BUSINESS PARTNERSHIPS.**

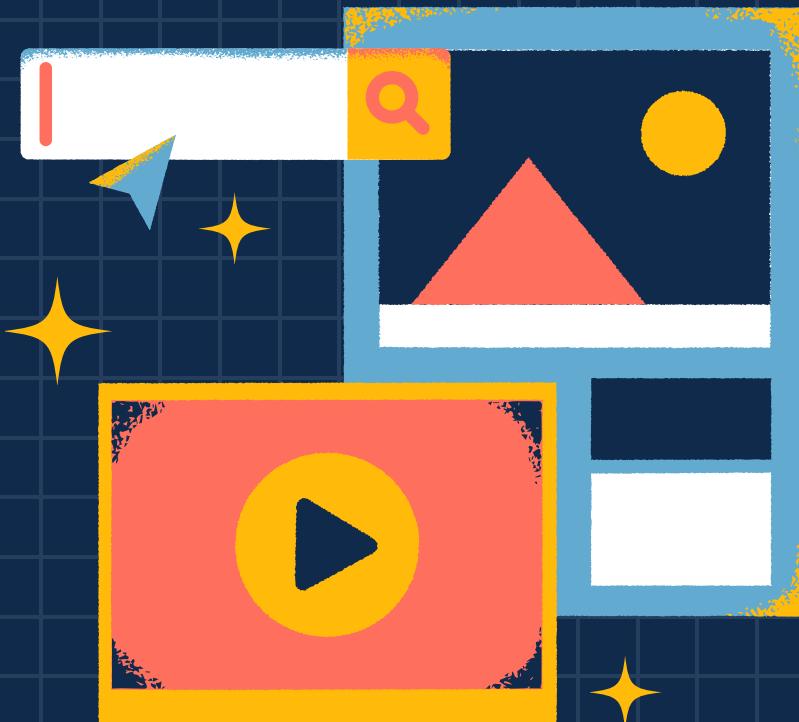


CLOUDWAVE YOUTUBE UPDATES

WE LAUNCHED A CLOUDWAVE YOUTUBE CHANNEL AND PUBLISHED 12 NEW VIDEOS.

OUR NEW VIDEOS

- **SPACEBOOKING APP**
PROMOTIONAL VIDEO
- **DOC DIGITIZER AI**
PROMOTIONAL VIDEO
- **SMARTSHEET GUIDE**
VIDEO SERIES
- MORE TO COME IN Q1 2024:
GRANT MANAGEMENT,
XCAVATE



THANK YOU

TO ANYONE WHO GAVE A DEMO, ANSWERED
QUESTIONS FOR A BLOG, OR INTERACTED AND SHARED
CONTENT FROM OUR SOCIAL MEDIA CHANNELS, THANK
YOU FOR YOUR SUPPORT!

